PML SD Business School

Sector 32 C, Chandigarh

Learn Today.
Stay Relevant Tomorrow.

TWO YEAR FULL TIME

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

[AICTE APPROVED]

Admission Brochure
[2022-24 Batch]

Journey of GGDSD Institutions.....

Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh (Estd. 1973)

Pandit Mohan Lal Sanatan Dharma Public School, Chandigarh (Estd. 1989)

Pandit Mohan Lal Sanatan Dharma College for Women, Gurdaspur, Punjab (Estd. 1995)

Pandit Mohan Lal Sanatan Dharma College for Girls, Fatehgarh Churian, Punjab (Estd. 2005)

Goswami Ganesh Dutta Sanatan Dharma College, Kheri Gurna, Punjab (Estd. 2013)

Pandit Mohan Lal Global School (Kidzee), Fatehgarh Churian, Punjab (Estd. 2014)

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About PML SD Business School

PML SD Business School Chandigarh offers two year full time Post Graduate Diploma in Management (PGDM) [AICTE Approved] since 2020 with the vision of creating and disseminating holistic value based management education for building and grooming future leaders.

The Institution has been promoted by GGDSD College Society Chandigarh and is envisioned as a centre of excellence for management education. The GGDSD College Society has built a reputation of being an excellent centre of education in UT of Chandigarh and adjoining states. A large number of its Alumni occupy senior positions in the Corporates in India and overseas. Many alumni are successfully running their own ventures. The Society strongly believes in ethical and moral values.

Dr. K.L.Dhingra, former Director at National Institute of Bank Management (NIBM), Pune is heading the Business School.

Our vision

To be a **unique and different** business school for the creation and dissemination of **value-based management education** for grooming **future leaders** for India and the world.

Our mission

- To attain and retain **educational relevance** by offering **contemporary curriculum** and focus on **international immersion**
- To maintain **academic respectability** and **global corporate acceptability**
- To focus on **innovative and experiential learning**

GGDSD College Society, Chandigarh

With a legacy of over four and a half decades of phenomenal success in the field of education, the GGDSD College Society has now started a Business School having a pragmatic approach to business education. As the world moves towards becoming a 'global village', the most challenging problems require a unique approach. Competent leaders are required to manage and address global issues. Keeping in view the changing educational scenario, The GGDSD College Society is driven by the core values such as commitment, trustworthiness, innovation and concern for society and environment. PML SD Business School has been launched as an independent institute offering excellent management education.

Located in the heart of Chandigarh, an educational hub, our institution will shape the future by working in close proximity with industries, institutions and communities.

A very valuable team comprising of highly acclaimed academicians, most experienced technocrats from the corporate world, eminent entrepreneurs and former members of Judiciary, Legislature and Bureaucracy have joined hands to lead the project. All for the labor of love.

The Institution envisioned by the Society is a center of excellence for Management Education and is entirely different from the run of the mill management institutes.

Milestones of GGDSD College Society

DECADE I (1973-1982): Journey with a Mission

- Inspired by the teachings of Mahamanna Madan Mohan Malviya ji and Goswami Ganesh Dutta ji Maharaj, Pt. Mohan Lal ji started Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh in a small bungalow in Sector 8 with undergraduate course in Humanities. Later, the college shifted to the present building with state-of-the-art infrastructure and initiated undergraduate courses in Commerce and Science.

DECADE II (1983-1992): Many Leaps Forward

- GGDSD College, Chandigarh introduced B.Com. (Honours).
- Pt. Mohan Lal S.D. Public School, Chandigarh was established.

DECADE III (1993-2002): No Looking Back

- GGDSD College, Chandigarh became a post graduate college offering M.Com and graduate and post graduate courses in Information Technology.
- The Society started Pt. Mohan Lal College for Women in Gurdaspur and Pt Mohan Lal College for Girls in Fatehgarh Churian.
- The Society started Smt. Kaushalya Devi Charitable Institute for Women to train women from socially backward and economically weaker sections of society in beauty culture, stitching, embroidery and computer literacy.

DECADE IV (2003-2012): Innovation and Excellence

- GGDSD College, Chandigarh became the first among Panjab University Colleges to offer PG Courses—Masters in Business Economics and Post Graduate Diploma in 'Animation and Graphics'.
- The Department of Commerce and Department of Biosciences of GGDSD College, Chandigarh were declared as "Star Departments" by UGC.
- Society set up Pandit Mohanlal SD College for girls at Fategarh Churian, Gurdaspur.
- GGDSD College, Chandigarh adopted B.R. Ambedkar School in Naya Gaon (Pb.).
- GGDSD College, Chandigarh formed a voluntary organization SPIRIT INDIA to raise the patriotic and spiritual quotient of the students.
- MoUs have been signed with University of the Fraser Valley, Canada and Normandy Business School, France.
- NAAC, the highest accreditation authority accredited Grade 'A' to GGDSD College, Chandigarh.
- Quality Assurance and Assessment led to NAAC accreditation of Pt. Mohan Lal SD College for Women, Gurdaspur.

DECADE V (2013 onwards): Creating a District Identity

- Accredited with **'A+'** Grade by the **NAAC** during the session 2016-17
- GGDSD College, Chandigarh, has been ranked 17th in BCA, 23rd in Commerce, 23rd in Science, 18th in BBA and 38th in Arts in the 'Best College of India' at All India Level in a survey conducted by India Today – MDRA, 2021. City wise the college ranked 1st in Commerce & Science and 3rd in Arts.
- Bestowed with the status of **'A College with Potential for Excellence'** by the UGC
- Selected under **'FIST Programme'** scheme by the DST, Government of India
- Sanctioned **'Deen Dayal Upadhyay'** Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood **'(KAUSHAL) Kendra'** status by UGC to run B.Voc. courses
- Conferred **Research Centre** status by P.U. in the subjects of Commerce, Physics, Biotechnology and Chemistry
- MoU with **Tata Consultancy Services (TCS iON)** for Automation Solutions and Developing Enterprise Resource Planning (ERP)
- MoU with **National Stock Exchange (NSE)** to run a new NSE Certified **Capital Market Professional** Course
- **Industrial tie-ups** with Punjab Dairy Development Board, Central Poultry Development Organization, Big Bazar, ITC Retail, TCS and HPMC
- Granted **INFLIBNET** connection by the UGC
- Set up GGDSD College at Kheri Gurna, Banur (Distt. Patiala)
- Also set up PML SD Business School, Chandigarh.

Goswami Ganesh Dutta Ji Maharaj

Late Dr. Pt. Mohan Lal Ji

Immortal Luminaries

GGDSD College Society is carrying forward the mission of "Karamyogi" Tyagmurti Goswami Ganesh Dutta Ji Maharaj, the Dharam Putra of Mahatma Gandhi and the Dharam Guru of Dr. Rajendra Prasad, a great fund raiser, social worker, the doyen and General Secretary of Sanatan Dharam Pratinidhi Sabha (Punjab) Lahore.

Fascinated by the ascetic traditions of saints, the "Sant Parampara" and by the "advait" philosophy of Swami Ram Tirath, Goswami Ji became a disciple of Mahamana Madan Mohan Malaviya, the founder of the Sanatan Dharam Sabha. As the General Secretary of the Sabha, he dedicated his life to various aspects of social work, especially the upliftment of women and the protection of Harijans. He promoted Hindi and Sanskrit through schools and colleges. He also started a number of educational and other institutions like the Sanatana Dharam Sabha, Sanatan Dharam Schools and Colleges, Sanatana Dharam Mahavir Dals, Shakti Dals, Cattle Shelters, Dharamshalas, Dispensaries, Orphanages and Ashrams all over North and North-West India. He supported Mahatma Gandhi's campaign against untouchability and encouraged harmony amongst various communities. He published a number of newspapers like the "Vishwa Bandhu" and "Amar Bharat". His relentless efforts resulted in the establishment of over 1000 educational and over 600 religious institutions.

Late Dr. Pandit Mohan Lal Ji, former Home, Finance and Education Minister of Punjab was the founder President of the GGDSD College Society/Managing Committee, Chandigarh. Inspired by Mahamana Madan Mohan Malaviya Ji and at the behest of Goswami Ganesh Dutta Ji Maharaj, Pandit Ji shouldered the responsibility of setting up educational institutions in Chandigarh and Punjab. Inspired by the spirit of service and sacrifice, GGDSD College, Sector 32-C, Chandigarh was established on 3rd July, 1973 in the revered memory of Goswami Ganesh Dutta Ji, who envisioned Chandigarh as a focal point of culture and saw it as a potential hub for Sanatanist activities. His dream materialised under the dynamic leadership of Late Pandit Mohan Lal Ji and other prominent educationists, lawyers and public men. With the efforts and collaboration of such profound workers, a first rate college was established, firmly grounded on the bricks of principles and values in its motto 'Firm in Faith and Broad in Mind'. The teething troubles of the institution were overcome by the 'Karamyogi' Pt. Mohan Lal Ji, who with his pragmatism, vision, administrative acumen and exceptional enthusiasm led the institution from the front.

Our Board of Governors

The structure of the Governing Board represents a mix of academia and industry.

Members of the Governing Board

Sh. Upkar Krishan Sharma, President, GGDSD College Society
Former VP, Eveready Industries

Dr. S.C. Vaidya, General Secretary, GGDSD College Society
Former Chairman, UBS and Dean, University Instructions, Panjab University, Chandigarh

Prof. S. K. Sharma, Professor Emeritus
Former Dean, University Instructions, Panjab University, Chandigarh

Dr. Anirudh Joshi, General Secretary, GGDSD College Society
Former Dean, Student Welfare, Panjab University, Chandigarh

Sh. Jatinder Bhatia, Finance Secretary, GGDSD College Society
Former Councillor, Municipal Corporation, Chandigarh

Ms. Vaishali Sharma
Head (Marketing & Communications), SONY, SAB, & SONY MAX Movie CLUSTER

Sh. Jagesh K. Khaitan
CMD, Kuantum Papers Limited

Dr. Siddharth Sharma, Vice President, GGDSD College Society
Associate Professor, Thapar University, Patiala

Dr. P. K. Bajaj, General Secretary, GGDSD College Society
Former Dean and HoD, GGDSD College, Chandigarh

Dr. K.L. Dhingra, Director, PML SD Business School
Former Director, National Institute of Bank Management (NIBM), Pune
Former Chairman & Managing Director, Housing and Urban Development Corporation (HUDCO), New Delhi
Former Chairman & Managing Director, ITI Ltd., Bangalore
Former Chief Executive Officer, National Culture Fund - Govt. of India

Message from the President

August 2020 scripted a new chapter of development that has changed the educational landscape in Chandigarh. GGDSD College Society, Chandigarh has taken an impressive stride by launching the **'Post Graduate Diploma in Management' programme at Pandit Mohan Lal Sanatan Dharma Business School, Sector-32 C, Chandigarh.** The newly set up Business School is another milestone in the legacy of GGDSD that has been making striking contribution towards augmenting the academic fabric of India through its progressive outlook and rich rootage in Sanatanist values since 1973.

Backed by high-end expertise, state-of-the-art infrastructure, futuristic facilities, dynamic teaching-learning process, we bring to you **a unique and different institute** where relevant competencies are instilled to give the students a head start in life. We have galvanized high standards of education, at par with global standards. The key strength of GGDSD lies in the eclectic, complex historical and cultural formations.

'Pursuit of Excellence' is the objective of this Institute. We aim at producing astute professionals, managers and entrepreneurs together with human resources who are morally upright, mentally alert, socially responsible and spiritually sublime. It is our endeavor to impart quality education, which is holistic and value-based, by providing a congenial and conducive environment that provides diverse opportunities for multi-dimensional development.

Responding to call of time transcontinental exchange of concepts and methodologies, we strive to adopt hi-tech, ultra-modern techniques which are characterized by **data base resources and diverse services like bridge courses, brain storming sessions, seminars, symposia, case studies, Power Point presentations, research projects, industrial excursions, workshops, innovations, experiential learning, 'hands on' training, career fests, ICT and social engineering**.

Unleashing the potential of students in a balanced manner through competence enhancement and enduring values is the focus of the institute. We are pleased to present our future ready executives for the placement opportunities. Here, enlightenment leads to empowerment.

Good luck and wish you a learning sojourn of purpose and fulfilment!

Upkar Krishan Sharma
President
GGDSD College Society, Chandigarh
Former VP, Eveready Industries

Message from the Director

PML SD Business School has been set up by GGDSD College Society. It has an illustrious and proven track record of imparting excellent education, helping students imbibe great values for over last four and half decades in Chandigarh. GGDSD society has an admirable strength, in having a large Alumni base spread across the world.

PML SD Business School is all set to be a centre of excellence for Management studies and promises to be a class apart. Our aim is to empower students to achieve their optimal potential and be a valuable asset.

Management is an ever-evolving subject, We at PML SD Business School are committed to providing cutting-edge management education. Our PGDM programme has been designed keeping in mind most up-to-date academic curriculum and ample experiential learning opportunities. We strive to encourage students to think deeply, creatively and to develop creative mindset, be analytically prudent so as to become great future leaders.

We welcome the students, who want to make a direct impact across different sectors, be it Ethical and Responsible leaders in the corporate world, impactful innovators, budding entrepreneurs; or those with innate business instinct.

Our vision is to be a unique and different business school for the creation and dissemination of value-based management education. Trust, responsibility, respect and integrity will be at the core of everything we do at PML SD Business School. We invite you to be a founding part of this mission and assure you of our indomitable commitment to your personal and professional development.

K. L. Dhingra
Director
PML SD Business School, Chandigarh

Former Director of National Institute of Bank Management, Pune
Former Chairman & Managing Director of Housing and
Urban Development Corporation (HUDCO), New Delhi
Former Chairman & Managing Director of ITI Ltd., Bangalore
Former Chief Executive Officer, National Culture Fund - Govt. of India

'Mentors Speak'

With a legacy of four and a half decades of phenomenal success, the GGDSD Society has launched a Unique Business School in Chandigarh. The school envisioned by the Society will be a center of excellence for management education and will be entirely different from the run of the mill Management Institutes. We have created a unique type of physical and intellectual infrastructure after soliciting inputs from the Industry as well as potential students. We know that in times to come, altogether 'New Businesses' and 'New ways of doing business' will emerge and will create opportunities as well as throw challenges to management education suppliers. We have recognised the increasing relevance of ICT and understand that, 'Web is the Way Forward' for our students and faculty in order to create and share content with rest of the world.

I am sure joining the school will be a rewarding experience. My best wishes to all aspirants

Dr. S.C. Vaidya

Professor

General Secretary, GGDSD Society, Chandigarh
Former Chairman, UBS and Dean, University Instructions, Panjab University, Chandigarh

All business schools are not created equal. In order to provide true value proposition to students, a school must be the best model in culture, curriculum, pedagogy, and caring environment. The Management of GGDSD Society formed a core group to thoroughly evaluate the concept. The group has brain stormed for more than a year to decide the format of the School. Issues like changing job profiles due to the fast changing business environment, technological advancements, increasing trend towards digitization of education were brought into sharp focus. It has been well understood that the school will have to create a synthesis of Industry 5.0 and education so as to cater to the needs of globalized, net worked and automated business world. The outcome of the exercise has resulted into the formation of PML SD Business School. I am sure students will find our school best destination for building happy and rewarding careers.

My best wishes to all aspirants.

Dr. S K Sharma

Professor Emeritus

Former Dean University Instructions, Visiting Professor University of Florida, USA, Fulbright Scholar,
Chairman Chemical Engineering Department & Founder Director, Energy Research Panjab University, Chandigarh.
Member Governing Body PML SDBS

TWO YEAR POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Design Thinking & Innovation

B-School offers credit based two year full time management programme approved by AICTE. This programme has Industry endorsed curriculum in line with industry requirement & options to pursue various specializations. We ensure that students attend:

- Simulation workshops
- Imperative seminars
- Team building workshops
- Hands on exposure to corporate practices

Principles that guide the PGDM programme:

- Enhancing managerial prowess
- Gaining knowledge about relevant business practices
- Understanding that digitalization is need of the hour
- Developing the spirit of creativity and innovation
- Balancing the noble goal of service to society with economic aspirations
- Insights to new business practices

Specializations Offered:

- Finance
- Marketing
- Human Resource Management
- Entrepreneurship and General Management

Innovative Modules

- Business Analytics
- Block Chain
- Artificial Intelligence
- Internet of Things (IoT)

Course Curriculum

FIRST SEMESTER

- BUSINESS ECONOMICS
- BUSINESS STATISTICS
- MANAGEMENT ACCOUNTING
- ORGANISATIONAL BEHAVIOUR
- MARKETING MANAGEMENT
- WORKSHOP ON MANAGERIAL COMPUTING
- WORKSHOP ON BUSINESS RESEARCH METHODS
- WORKSHOP ON DESIGN THINKING & INNOVATION
- WORKSHOP ON HR, MARKETING & FINANCIAL ANALYTICS

SECOND SEMESTER

- BUSINESS ENVIRONMENT
- HUMAN RESOURCE MANAGEMENT: A STRATEGIC PERSPECTIVE
- OPERATIONS MANAGEMENT
- CORPORATE FINANCE
- LEGAL ASPECTS OF BUSINESS
- WORKSHOP ON MANAGERIAL COMMUNICATION AND EMPLOYABILITY SKILLS
- WORKSHOP ON MACHINE LEARNING, INTERNET OF THINGS (IoT) AND BLOCK CHAIN
- WORKSHOP ON MULTI VARIATE STATISTICAL TECHNIQUES

International Language Classes

The B-School has started French classes and shall add one more such language as the need arises

International Immersion Programme (IIP)

The B-School aims to provide students an exposure to global best practices through 'International Immersion Programme (IIP)'. The IIP is proposed to be a part of course curriculum, to have an exposure to international business. The Program envisages interaction with professionals along with industrial and corporate visits.

THIRD SEMESTER

- STRATEGIC MANAGEMENT
- SUMMER TRAINING REPORT AND VIVA-VOCE
- BUSINESS ETHICS, CORPORATE GOVERNANCE AND CSR

Group A:
ENTREPRENEURSHIP AND GENERAL MANAGEMENT

Group B:
FINANCE

Group C:
MARKETING

Group D:
HUMAN RESOURCE MANAGEMENT

FOURTH SEMESTER

- WORKSHOP ON CONSULTANCY AND ADVISORY SERVICES
- RESEARCH PROJECT

Group A:
ENTREPRENEURSHIP AND GENERAL MANAGEMENT

Group B:
FINANCE

Group C:
MARKETING

Group D:
HUMAN RESOURCE MANAGEMENT

Semester-III

GROUP A:
ENTREPRENEURSHIP AND GENERAL MANAGEMENT

- Entrepreneurial Development and New Enterprise Management
- Entrepreneurial Finance
- Social Entrepreneurship
- Tax Planning for Entrepreneurs
- Investing in Private Equity
- Marketing for Entrepreneurship
- Legal and Government Policy Considerations in New Enterprise
- Innovation Management

GROUP B:
FINANCE

- Financial Statement Analysis
- Financial Derivatives
- Management of Financial Institutions
- Investment Management
- Management Control Systems
- Project Planning, Analysis and Management
- Corporate Tax Planning
- Financial Econometrics

GROUP C:
MARKETING

- Advertising and Consumer Behaviour
- Global Marketing Management
- Marketing Research and Product Management
- Internet Marketing and Retail Management
- Global Supply Chain Management
- Industrial and Rural Marketing
- Supply Chain Analytics
- Digital Marketing and Retail Management

GROUP D:
HUMAN RESOURCE MANAGEMENT

- Labour Legislation
- International and Cross-Cultural HR
- Performance and Compensation Management
- Organization Development and Developing a Learning Organization
- Business Negotiations and Conflict Management
- Corporate Leadership
- Training and Development

Semester-IV

GROUP A:
ENTREPRENEURSHIP AND GENERAL MANAGEMENT

- Managing Strategic Implementation and Business Transformation
- Managing Teams
- Managing Global Enterprise
- Organization Structure and Design

GROUP B:
FINANCE

- Strategic Cost Management
- International Financial Management
- Behavioral Finance
- Corporate Analysis and Valuation

GROUP C:
MARKETING

- Marketing of Services
- Foreign Trade Documentation and Trade Finance
- Customer Relationship Management and Sales Management
- Application of Accounting and Finance in Marketing

GROUP D:
HUMAN RESOURCE MANAGEMENT

- Latest Trends in HR
- Emotional Intelligence and Managerial Effectiveness
- Interpersonal Effectiveness and Team Building
- Talent and Competency Management

Admission Procedure

PML SD Business School grants admission to its two year full time Post Graduate Diploma in Management (PGDM) through a selection process comprising scores from Management Aptitude Tests such as CAT/CMAT/GMAT/XAT/MAT/ATMA along with the performance score Achieved in the Group Discussion (GD) and Personal Interview (PI).

Eligibility

The candidate must hold a Bachelor's degree with at least 50% marks or equivalent CGPA from any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary, schooling (10+2) or equivalent.

Candidates appearing for the final year of Bachelor's degree/equivalent examination can also apply. Such candidates must produce a certificate from the Principal/Head of Department/Registrar/Director of the University/Institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks.

Steps for Admission at a Glance

Step 1

Admission Test

All candidates seeking admission to PML SD Business School should have appeared for or are appearing for CAT/CMAT/GMAT/XAT/MAT/ATMA

Step 2

Registration

Besides CAT/CMAT/GMAT/XAT/MAT/ATMA Score, candidates are required to register at PML SD Business School, Chandigarh through a separate application form which is available along with the Admission Brochure from the Admission Coordinator, PML SD Business School, Chandigarh.

Step 3

Group Discussion (GD) and Personal Interview (PI)

Candidates short-listed on the basis of CAT/CMAT/GMAT/XAT/MAT/ATMA score will be called for Group Discussion (GD), Extempore and Personal Interview (PI) for final selection.

Final Selection

PML SD Business School follows AICTE guidelines to evaluate candidates as per the criteria given below.

Evaluation Criteria	Weightage (%)
Aptitude Test	35
GD + PI	45
Past Academic Performance	20
	100

Result of the selected candidates shall be sent by email to the student, displayed on the Institute's notice board and also uploaded on the Institute's website **www.pmlsdbs.ac.in.**

The admission schedule is available on **www.pmlsdbs.ac.in**

Fee

***Fee is Rs. 2.50 Lakh for the first year, payable in two instalments as under:**

1st Instalment at the time of Admission

2nd Instalment by 25th January, 2023

***Second Year Fee is Rs. 2.50 Lakh is payable in two instalments as follows:**

1st Instalment by 15th May, 2023

2nd Instalment by 15th January, 2024

*No Hidden Charges.

Admission Process

Candidates can apply online for admission and upload their documents. The admission Brochure and application form can also be downloaded from our website www.pmlsdbs.ac.in. The candidates must fill the e-form as explained below:

1. Click the 'Apply Now' available in the Admission Section of our website.
2. Fill and upload personal and academic information.
3. Scan and upload the required documents.
4. Applicant will receive SMS / email regarding the date, time and venue of the counselling (GD + PI). The candidate must show original certificates personally to the Admission Committee at the time of counseling day. Original documents will be verified at this stage.
5. The result will be uploaded on www.pmlsdbs.ac.in.
6. Fee challan will be emailed by the Admission Committee and is to be deposited in the bank. After depositing the fee in the bank, receipt of the fee must be submitted to PML SD Business School office for finalizing the process of admission.

Refund Policy

In the event of a student withdrawing admission before the start of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs.1000/- (Rupees One Thousand only) shall be refunded.

In case a student leaves after joining the Course and if the vacated seat is consequently filled by another student by the last date of admission, the fee collected after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable, shall be refunded. The last date for withdrawal of PGDM admission for the purpose of refund of fees shall be as per AICTE norms. In case the vacated seat is not filled, the Security Deposit would be refunded.

Scholarship Scheme

PML SD Business School has one of the best scholarship framework for GGDSD College Society Students , GGDSD Alumni , Meritorious Students and EWS Students

- A concession of Rs 1,00,000 shall be given to the Alumni of GGDSD College Society spread over the four semesters of the course.
- One time concession will be given to other students, based on their marks scored in the graduation.

The Institute will also provide interest subvention or interest subsidy to the extent of 2.5% p.a on the Education Loan availed by the student, for the period of study i.e. 2 years.

Our 1st Batch

PML SD Business School
2020-22 is christened as

Avant Garde

Our 2nd Batch

PML SD Business School
2021-23 is christened as

Blissfuls

Views of our students

The First batch PGDM 2020-2022 christened as:

Avant Grade

Aarushi

I qualified for admission to IIM Jammu, IRMA Anand and IMT Nagpur based on my CAT score, GD and Personal Interview. Instead, I chose PML SD Business School. Two semesters later, my experience here as a sophomore has been phenomenal.

The faculty provides personal attention besides helping us to reach out to corporate leaders of repute. Course delivery is mostly experiential – with a theoretical interface. We enjoy excellent chemistry and vibe well with our batch members. The institute provides us an excellent platform to interact with industry. It's a blessing to have found this reputed Institution to pursue my PGDM course.

At PML SD Business School, students drive the narrative and the activities. We have been provided laptops many amongst us during the pandemic besides enabling us to enhance our knowledge and do our practicals without a hitch.

The Campus is equipped with state-of-the-art facilities. The faculty is knowledgeable and highly experienced. Many senior executives from Industry and other sectors are invited to share their experiences with us regularly. Management has been extremely cautious during pandemic to ensure all are safe.

It's a great B-School – with a difference, which I am sure will help me realize my dreams.

Sarthak

The Second batch PGDM 2021-2023 christened as:

Blissfuls

Varun Garg

It is my proud privilege, to be a student of PML SD Business School. The school helps us to stand out in the crowd. The inputs provided, will go a long way, in helping us in the ever challenging environment.

Right at the start of our journey at the school we are being provided excellent counselling to help prepare us for the future by equipping us with the right inputs as to what we can expect in the real world outside.

I feel – I have made the right choice by joining this institute.

At the onset, my first experience at PML SD Business School has been awesome. I find the atmosphere highly congenial and conducive to my overall growth. The faculty and seniors are most helpful in every way.

The interaction with our learned faculty has been very helpful in setting the tone of my academic learning here and charting out a course for the future -- It's a B school with a difference – I am proud to be here.

Shubham Behal

The third batch PGDM 2022-2024 is christened as

Catalysts

Come Join Us and Become a part of this unique journey

INFRASTRUCTURE & FACILITIES

- State-of-the Art Classrooms
- Ultra-Modern Computer Centre and Laboratory
- Traditional and Digital Library
- Language Laboratory
- Placement Cell
- Seminar Hall
- Wi-Fi Facilities
- Board Room
- Multi-Purpose Hall
- Tutorial Rooms
- Cafeteria
- Separate Hostel Facilities for Boys & Girls

LIBRARY

The PML SD Business School library is well equipped in terms of resources, services and infrastructural facilities. It offers a congenial environment for study and research. State-of-the-art Information Technology (IT) Infrastructure is in place to facilitate its operations and services. The library subscribes to select periodicals in print form and provides online access to books and periodicals. It has a dedicated E-Resource Centre for accessing electronic database of journals and reference material. The library has been subscribing to prestigious electronic databases like Business Source Complete (EBSCO Publishing).

COMPUTER CENTRE

The Computer Centre is equipped with the latest hardware and software facilities to handle the requirements of the course curricula, students and faculty. The entire campus has Wi-Fi with thirty access points. The Centre has a server room equiped with a computer lab which has a total capacity of more than a hundred students.

LECTURE HALLS AND CLASSROOMS

The Institute is well-equipped with a number of air-conditioned lecture halls and classrooms having modern teaching and learning facilities. All lecture halls have access to latest presentation equipments such as Multimedia Projectors, Internet and Intranet Connectivity with a State-of-the-Art Sound System providing a wholesome classroom experience.

The Institute has signed an MoU with IIM Calcutta Innovation Park (IIMCIP) to foster entrepreneurship

Life at PML SD Business School

Collaborative Learning

Holistic View

Enthusiasm

Camaraderie

Nature Trail

Meditative Studying

Networking

'What our Experts Say'

"

At SDBS, the focus will be on creation of soft skills for the future ready students.

Sh. Vivek Atray
Motivational Speaker and Former IAS officer

"

SDBS is committed to building a mechanism for encouraging innovation and providing incubation facilities in collaboration with the industry.

Sh Jagjit Singh Kochar
Chairman,
KBK Infrastructure Limited

"

Creation of Deep Learning Labs will be a priority at SDBS.

Sh. Sofi Zahoor
CEO, HumanCap India

"

At SDBS, we will be delivering short term Capability & Capacity Building programs for industry & develop design thinking solutions.

Sh. Bharatendu Kapoor
Management Professional

"

CSR will be at the core of the educational endeavour at SDBS.

Dr. Raju Chandrashekhar
Management Professional

ANTI-RAGGING POLICY

Ragging is strictly prohibited on the campus. An anti-ragging committee overlooks such complaints and grievances. All government rules and regulations are adhered to in full letter and spirit.

Anti-Ragging Guidelines

The following actions will be taken against students for indulging in and abetting ragging at PML SD Business School:

1. The punishment to be meted out to the persons indulged in ragging has to be exemplary and justifiably harsh to act as a deterrent against recurrence of such incidents.

2. For every single incident of ragging, a First Information Report (FIR) must be filed without exception by the institutional authorities with the local police authorities.

3. The Anti-Ragging Committee of the institution shall take - appropriate decision, with regard to punishment and otherwise, depending on the facts of each incident of ragging, nature and gravity of the incident.

4. Depending upon the nature and gravity of the offence as established, the possible punishments for those found guilty of ragging at the institution level shall be any one or a combination of the following:-

   (i) Cancellation of admission
   (ii) Suspension from attending classes
   (iii) Withholding/withdrawing scholarship/fellowship and other benefits
   (iv) Debarment from appearing in any test/examination or other evaluation process
   (v) Withholding results
   (vi) Debarment from representing the institution in any regional, national or international meet, tournament, youth festival, etc.
   (vii) Suspension/expulsion from the hostel
   (viii) Rustication from the institution for period ranging from one to four semesters
   (ix) Expulsion from the institution and consequent debarment from admission to any other institution
   (x) When the persons committing or abetting the crime of ragging are not identified, the institution shall resort to collective punishment as a deterrent to ensure community pressure on the potential raggers.

   b) An appeal against the order of punishment by the Anti-Ragging Committee shall lie,

      i. In case of an order from an institution, affiliated to or constituent part, of the University, to the Vice-Chancellor of the University;
      ii. In case of an order from a University, to its Chancellor
      iii. In case an institution of national importance created by an Act of Parliament, to the Chairman or Chancellor of the institution, as the case may be.

5. The institutional authorities shall intimate the incidents of ragging occurred in their premises along with actions taken to the Council from time to time.

PML SDBS
Learn Today. Stay Relevant Tomorrow.

PML SD Business School Chandigarh
Estd. 2020
[AICTE Approved]

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